



Introduction to Dr. Mark B. Rosenberg
5th President of Florida International University: 1:33 min.
Photos: FIU. Design: Raymond Elman. Music: Tony Succar.

A Video Discussion with Dr. Mark B. Rosenberg, the 5th President of Florida International University

By Elman + Zummar + Johnson

Dr. Mark B. Rosenberg is the fifth president of Florida International University and former Chancellor of the State University System of Florida (SUS).

Florida International University (FIU) is an American metropolitan public research university in Greater Miami, Florida. FIU has two major campuses in Miami-Dade County, with its main campus in University Park and another large campus in North Miami.

FIU belongs to the 12-campus State University System of Florida and is one of Florida's primary graduate research universities, awarding over 3,400 graduate and professional degrees annually. The university offers 191 programs of study with more than 280 majors in 23 colleges and schools.

FIU is the 4th-largest university in the United States by enrollment. Total enrollment in Fall 2016 was 55,112 students, including 8,770 graduate students.

Dr. Rosenberg earned a B.A. in 1971 from Miami University of Ohio and a Ph.D. in Political Science with a graduate certificate in Latin American and Caribbean Studies from the University of Pittsburgh in 1976.

Dr. Rosenberg's academic career began at FIU in 1976 as an assistant professor of political science. In 1979, he founded the FIU Latin American and Caribbean Center, which today is one of the nation's premier federally supported research and teaching centers focusing on the region. Dr. Rosenberg subsequently served as the Founding Dean of the College of Urban and Public Affairs and Vice Provost for International Studies. He has also been a Visiting Distinguished Research Professor at The Peabody College of Vanderbilt University, and a Visiting Professor at the Instituto Tecnológico de Monterrey (ITESM) in Mexico.

From 2005 to 2008, Dr. Rosenberg served as chancellor for the Board of Governors of the State University System of Florida. As chancellor, Dr. Rosenberg led the system's strategic development and financial planning and policy initiatives, working closely with Governor Charlie Crist and the legislature to secure support for SUS priorities. SUS currently enrolls more than 300,000 students, employs more than 12,000 faculty and operates a \$9.3 billion budget.

During our video-recorded conversation, Dr. Rosenberg discusses his enthusiastic embrace of a well-rounded STEAM education (Science, Technology, Engineering, the Arts & Math). In particular we discuss the ever-expanding role of FIU in the arts communities of South Florida, and the benefits of exposure to the arts for all FIU students.

The videos below are organized by topic and run between 50 seconds and 5 minutes. Click on any video. You must be connected to the Internet to view the videos.

UNDERSTANDS THE COMMUNITY'S PERSPECTIVE: 0:49 sec.



Why did you immediately like FIU so much when you first joined the faculty?

EXPOSURE TO BROAD INFLUENCES: 0:56 sec.



What was your earliest awareness of art in any form?

INSIGHT & INSPIRATION: 1:49 min.



Who are your role models and influencers?

EMPATHY: 1:58 min.



Your parents were tight-lipped about their World War II experiences. Did you ever have a chance to discuss the war?

DEVELOP A VOICE: 4:40 min.



Describe the evolution of the arts at FIU.

UNDERSTANDS THE VALUE OF ART TO COMMUNITY: 3:02 min.



How do you define the FIU community?

CRITICAL THINKING: 3:07 min.



What are your thoughts about STEAM education and its trans-disciplinary problem-solving strategy?

UNDERSTANDS THE BUSINESS OF ART: 2:24 min.



What is the role of business acumen in the arts?

INSIGHT & INSPIRATION: 3:18 min.



There are only a handful of true gateways to continents. Miami is one of them. How does that impact your strategy at FIU?

VALUES COMMUNITY OUTREACH: 2:03 min.



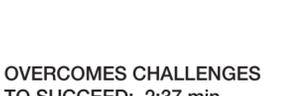
What is FIU's role in bridge building and community outreach in the arts?

CREATES A UNIQUE BRAND: 1:34 min.



What's it like to work at FIU?

CRITICAL THINKING: 2:56 min.



The concept of multidisciplinary education has been around for a while. How has it evolved?

OVERCOMES CHALLENGES TO SUCCEED: 2:37 min.



Does Miami have the potential to become the number two art community in the U.S. after New York?